



Sales	Retail
1221	1222 <u>24</u>
1222	1223
1223	1226
1224	1229
1225	ROM
1226	PC SC
1229	MC PA
1240	
1244	RSM REM

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Phone: 516-499-0254
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Voice # 46958

December 9, 1997

Subject: Amoco #0003-70-00

To: All Division Manager, Retail Managers, Sales Reps and Retail Reps Involved

There are thirty (30) Amoco Corporate operated stations in the New York Metro Area. Most locations are small Kiosk stations with limited space compounded by local restrictions requiring all pumps be visible at all times.

A ride-with was completed and the attached plan-o-grams were developed for implementation beginning the week of December 29th with a completion date of mid January. Those involved are to place displays as indicated on the plan-o-grams. The displays are being shipped directly to the stations with an estimated arrival of 12/22/97. you will need to bring advertising for the displays. This may require you to remove a B&W display as their contract is terminating. If so, please leave the B&W display with the station manager for return.

Most locations will have a total of five (5) industry displays, three for PM and two for RJR. There are several locations that are authorized additional displays, but only those indicated on the plan-o-grams. The displays should be loaded per the plan-o-gram with Full Price and Doral. Doral is given a tray as it will be promoted through Amoco Corporate during 1998. The load for the Full Price Display(s) should be loaded according to the market area, but definitely use the BOX BRANDS in all full price loads.

A promotion schedule and a distribution will be developed and communicated through Corporate in Chicago. If you have any problems with compliance please contact me. Please Voice Mail Pat Klein @ #815265 as locations are completed. If you have any problems please Voice Mail me @ #46958.

Thank you for your usual good follow through.

Happy Holidays

Sincerely,

George

51846 2030

PM #1 FULL PRICE 6 FACINGS	RJR #2 6 FACINGS FULL PRICE	PM #1 12 FACINGS BASIC	RJR #2 12 FACINGS DORAL
PM #1 FULL PRICE 6 FACINGS	RJR #2 6 FACINGS FULL PRICE	COUNTER DISPLAYS	
PM #3 FULL PRICE 6 FACINGS	SUCTION CUP DISPLAYS		
INSIDE BOOTH			
<p>CHOOSE ONE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> One Pay Point - Self Serve Food Shop <input type="checkbox"/> Two Pay Points - Self Service Food Shop <input type="checkbox"/> Two Pay Points - Self Service Food (Alternate) <input checked="" type="checkbox"/> X One Pay Point - Non Self Serve Food Shop <input type="checkbox"/> Two Pay Points - Non Self Serve Food Shop <input type="checkbox"/> Two Pay Points - Self Serve McDonalds <input type="checkbox"/> Two Pay Points - Non-Self Serve McDonalds <input type="checkbox"/> Two Pay Points - Non Self Serve KIOSK <input type="checkbox"/> One Pay Point - Non Self Serve KIOSK <input type="checkbox"/> Two Pay Point - Self Serve Split Second <input type="checkbox"/> Other (Please Describe) _____ 			
<p>Full Price Displays:</p> <ul style="list-style-type: none"> Position #1 PM - 12 FACINGS Position #2 RJR - 12 FACINGS Position #3 PM - 6 FACINGS <p>Savings:</p> <ul style="list-style-type: none"> Position #1 BASIC - 12 FACINGS Position #2 DORAL - 12 FACINGS 			
Store Number: #4564		Comments: SUCTION CUP AND DORAL DISPLAYS SHOULD BE USED IN THIS LOCATION	
Address: 825 NORTH BROADWAY			
WHITE PLAINS, NEW YORK			
Chain ID#: 0003-70-00			